



**RESPONSE TO WRITTEN QUESTIONS**  
**REQUEST FOR PROPOSAL**  
Public Relations Services RFP No.: 2P200206

**September 9, 2002**

The following answers are the **revised responses to several of the written questions** submitted by prospective Proposers regarding clarification of the intent and content of the RFP, or on the competitive proposal process. **Also, please note that there is one additional question being answered at this time.** This document provides the written responses to questions that were received in the CalSTRS office by August 28, 2002, 5:00PM, PDT.

**Clarification of the Intent and Content of RFP**

- Q25.** Does CalSTRS have regularly weekly, biweekly or monthly meetings that the awarded firm should plan on attending, and if so, when and where are they usually held? How often to you envision meeting with your new communications firm? Will such travel expenses related to attending meetings at CalSTRS be reimbursed at rates authorized under State law?
- A25.** **There are no regularly scheduled meetings the firm should plan on attending. The proposer, based on past experience, should determine the number of meetings necessary and include those travel costs in the hourly rate calculation. Additional meetings must be pre-approved by CalSTRS, for instance, if CalSTRS requests a meeting beyond the number in the vendor's workplan, Travel costs for those additional meetings will be reimbursed at the state rate.**
- Q31.** In section B.1, the rfp indicates CalSTRS will implement the strategic plan after the Contractor works with CalSTRS on its development. Later in the same section, the Contractor has responsibility for implementation of the corporate identity program. Is this correct? The contractor will only be part of the implementation process for the corporate identity program?
- A31.** **Yes. The implementation will consist primarily of provision of the graphic elements of the identity program in various electronic formats and provision of the graphic standards manual.**

**Competitive Proposal Process**

- Q33.** For the costs to be included in Attachment 3, we'd like some clarification on what costs should be included. We presume you are looking for the hourly rates and anticipated time commitment for all individuals who work be assigned to the CalSTRS account in year one only...yes? Additionally, we presume the rates and time estimates we show are only for the Scope of Work items listed and outlined in Section B of the RFP,

**Response to Written Questions**

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specifically: (1) the development of the Strategic Communications Plan; and (2) the development of a new corporate identity program...yes?

**A33.** Yes, to both questions.

**Q37.** Item #4, Fee Proposal it states that "The proposed fee shall include all costs and expenses for providing CalSTRS the services..." Are hard costs, travel and per diem not considered costs and expenses for the purposes of this paragraph? If hard costs, travel and per diem are considered a component of "all costs and expenses", why is there not a budget line for these items on Attachment 3?

**A37.** Attachment 3, Fee Proposal, describes the specified hourly rates must include personal service costs, fringe benefits, operating and equipment expenses, and overhead. For additional information, please see response to question 25.

**Q38.** On Attachment 3, there are no budget lines available to list estimated pre-approved reimbursable expenses (hard costs) and estimated travel and per diem costs. That being the case, does the "Total Fees \$" line relate solely to the total of personnel costs?

**A38.** See response to question 37.

**Q48.** It appears that Attachment 3 (Fee Proposal) relates only to agency fees and not hard costs. Is this correct?

**A48.** See response to question 37.

**Q49.** If we are intended to include hard costs on Attachment 3 (Fee proposal), where and how should they be indicated? And is commission allowed on hard cost items?

**A49.** See response to question 37. Commission is not allowed.

**Q50.** If we are not intended to include hard costs on Attachment 3 (Fee Proposal), where should we indicate our DVBE partner's 3%, if their participation is tied only to hard cost items?

**A50.** See response to question 37. The selected DVBE vendor must be identified on the "Summary of Disabled Veteran Business Enterprise Contract Participation" form, page 8, in Exhibit C. Also, see the "Required Attachment Checklist", page 18 for important information on the proper documentation and submission of documents for DVBE compliance.

**Q57.** In the absence of a pre-bid meeting, will STRS make available a listing of the firms that were sent a copy of this RFP as a way of encouraging DVBE and Small Business participation?

**A57.** CalSTRS will release proposer lists (persons/firms that requested a copy of the RFP) to anyone requesting it. The list is a matter of public record.